

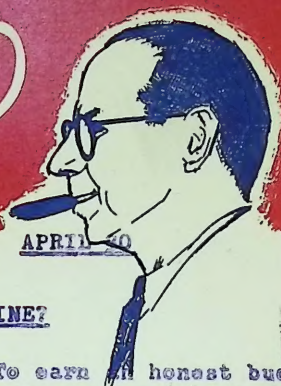
Ballyhoo

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WHAT'S YOUR LINE?

This is the age of specialization ... To earn an honest buck today a man must come pretty close to being a specialist in his particular field, and oftentimes knows very little outside of his own particular line of endeavour. Whether he be a druggist, salesman, farmer, newspaperman, realtor or what have you, his activities are pretty well confined to the job in hand. He is a specialist.

How about the theatre manager? ... What is his particular specialty? ... I would say that the good manager is the one exception to the rule of "single specialties" ...

He may have his own particular forte ... be it good housekeeping, advertising, public relations, sound economic practice etc ... but in order to run a good, successful business he must be endowed with the sense, the feel, the touch of a specialist in half a dozen widely diverse fields of endeavour.

He must have a good grounding in business ethics and administration, in order that he may dovetail the rest of his activities to form a sound economic pattern. He must be a good buyer and a better salesman, to influence the manufacture of saleable product, and be in a better position to distribute it to his customers. He must be somewhat of a psychologist, both as regards hiring suitable personnel, and in his relationship with the public he services ... He's certainly got to be a top sales executive with a keen sense of advertising values and the involved processes of good public relations.

He must know something about the operation of the costly equipment in his projection booth ... his heating and cooling plants ... and where he has tenants, he must have some knowledge of real estate values.

Above all he must have a balanced sense of the economic make-up of his business ... a sense of proportion between the incoming and outgoing dollar. In short, the theatre manager today, to be successful, must be a combination of various, and often diametrically opposed arts and skills, theoretic know-how and its practical applications.

A tough pre-requisite to being a successful operator? Maybe ... but YOU have it. How well you use that knowledge and those skills ... Well, that's another story.

D.B.K.

ELECTRIC LIGHT LAMPS

Are you using more lamps than you've ever used before? ... Do your bulbs seem to be burning out much faster than they ever have? ... Are you worried about the increasing costs in this particular department? Then read this.

I happened to be talking to Russ McKibbin on this subject one day last week, and apparently it's a universal problem. Russ didn't know the answer, but he went to the source, and came up with what sounds like the right answer. We talked about it this morning, and I'm passing on the information he gave me.

Russ got in touch with General Electric, and they told him that during the past year or so they had been experimenting with smaller shells. That is, a 15 watt shell now houses a 25W element ... a 25W takes a 40W element ... a 40W uses a 60W element, and so on down the line. Naturally more heat is created, and the life of the lamp is cut in HALF.

Their suggestion was that in ordering lamps, we make sure that we specify 140 Volt, instead of the 120 Volt type we had been using. That will bring the life of our bulbs back to normal.

Eatons and Simpsons are wise to it, and have been doing this for some time ... and they're pretty smart operators. If they're interested in the saving, we certainly are. So-o-o, on all future orders be specific ... Order not only by wattage, but the required voltage ... 140 volts.

X.X.X.X.X

HOW DO YOU BUY SUPPLIES?

At one time we used to purchase supplies as we require them ... Today's trend seems to be to order in huge quantities, enough to last six months or a year. This makes your quarterly analyses look awfully silly, and involves a lot of unnecessary explanations.

Let's get back to normal operation ... Buy only WHAT YOU NEED, ... WHEN YOU NEED IT. That applies to everything ... cleaning supplies, office supplies, lamps etc. And, don't wait until you run out of lamps completely to order replacements ... I will not sign requisitions for thirty or forty dozen lamps at a time ... unless you are lamping a new marquee ... and that doesn't happen every day.

And fellows ... protect yourself and your theatre ... Keep all supplies under lock and key at all times.

X.X.X.X.X

HAVE YOU FOUND IT?

The RED BOOK I mean. I shall want to see it the next time I visit you ... and I shall have some interesting commentaries to make on it ... LOOK IT UP!

Ballyhoo BONANZA

LET'S TALK TURKEY

Sure, we're smack in the middle of a contest, a drive for extra business, a test of the skill of our various managers ...

We want, and expect you to exert that extra ounce of effort which can, if used judiciously, result in a full pound of results. But let us not work in reverse ... and use up a pound to come up with an ounce.

Anybody can be a smart guy, and buy publicity ... be it advertising space, or a promotion of some kind. The trick today, as always - and the sign of a good showman - is, How much of your promotion is COSTLESS?

Our costs over the years have gone up and up until they have reached alarming heights. I think now is the time to start exercising some good, common-sense control. I certainly don't want to see a falling off in our BALLYHOO activities ... but I do want to see them placed on an economically sound basis. And that's entirely up to you.

When did you check your displays and accessory requirements last? Do you have a standing order, and accept everything that comes in, whether you actually need it or not? Have you given any thought to revamping your displays in order to use less costly accessories? It can be done ... without losing any of the present effectiveness.

Do you order only the mats you require, or do you get them in "sets"? It's no longer a matter of pennies ... YOU know what your mats cost you.

KEEP BALLYHOOIN' fellows ... but let's start injecting a little discretion into our combined efforts. That's the true mark of a SHOWMAN!

BONANZA DRUM BEATS

I'm afraid your drums were just a little bit muffled this week ... Their "beats" got lost somewhere along the way ... In short, this week's entries in BALLYHOO BONANZA are a wee bit on the slim side, and we're only past the half-way mark ... Come on guys ... Stir your stumps ... You still have TEN WEEKS to show what you're made of ... Now's the time for that extra spurt ... IF you're planning on attending our Victory Dinner at the conclusion of this drive.

AMONG THE MISSING

I don't see an entry from Bob Nelson this week ... he believes in keeping me guessing, and sending his stuff covering two or three weeks at once ... I'm gonna fool the guy one of these days ... and will be surprised.

Of course I'm not surprised to note that Jeff is again conspicuous by his absence ... Perfect score to date ... Three weeks in April ... THREE MISSES. Nice going fella ... I'll be up to see you one of these days ... We'll have a little talk about this.

TRADE HEADLINES

In HERALD under date of April 24th, I see stories about the following Ballyhoocers ... Mel Jolley ... Olga Sharabura ... Jack Bridges. That's all? Looks like it. Get in there gang. Don't be shy ... We like to see your names in there, even if you don't.

Now let's get on with our Drumbeats (?)

CENTURY - HAMILTON

In connection with Mel's Easter showing of PETER PAN, the O'Brien News Agency distributed 150 attractive bulletins to all their book dealers in Hamilton and territory plugging books and picture. The agency also used PAN banners on their delivery trucks during the run, and colourful snipes on the book racks in the stores they service.

C K O C came through with many free radio spots and recordings from the sound track.

Mel ran a PETER PAN colouring contest in the Hamilton News, in connection with which, a full page of co-ops, each tying in with the title, was promoted - each ad plugging the contest and free prizes promoted by Mel. Attention was also directed to this contest in a good story on the front page.

REGENT - OSHAWA

The Times-Gazette still featuring Al's I SAW deal which is getting better all the time. The daily also came through with an off-theatre page scene on THE CADDY.

Al was successful in having two star interviews aired over C K L B gratis. The popular morning program "Listen Ladies" used one, and the other was spun on Good Friday afternoon. In addition, three recordings of the hit tune were played within a three hour period.

VICTORY - TIMMINS

Two week's accumulation from Jack ... so let's get going. Jack invited the local rabbi to be his guest for a showing of SLAVES OF BABYLON, which resulted in a display card being placed on the synagogue's bulletin board, along with a personal letter to the Jewish residents of Timmins urging them to see the picture.

There is also mention of a newspaper break in connection with the same attraction ... but Jack forgot to enclose the tear sheet ... so, my friend, how about getting it to us, so's we can describe it?

A week before MAN CRAZY was due to open at the Victory, Jack had the orchestra leader of the popular Pavilion feature three special "Ladies' Choice" dances, tying in the feature title, and also a lucky spot dance for these MAN CRAZY gals ... Lots of fun, and lots of plugs from the stand.

A couple of days before opening, and through the run, two teen aged lads were dressed in gal's outfits, wigs and all, and paraded through the main streets with large signs on their backs drawing attention to the feature and theatre. Jack also used up some old window cards he had around, scribbled his message on their backs in lipstick, and had them placed in the ladies' rooms of local restaurants, bus terminals, the railroad station, etc.

A good scene on the Women's page of the local daily and a story on the second page wind up this week's activities.

TIVOLI - HAMILTON

After last week's terrific campaign, Hamish deserves a breathing spell, but he managed to dig himself out of the dirt and grime (His theatre is undergoing a face lifting) to tell us that for the second week of SHAME he managed to tie up with the Satevepost people, who bannered all their trucks, and placed displays in eight of their best locations in the city.

CAPITOL - NORTH BAY

Robert's sole contribution this week took the form of an ad run by a local real estate firm in the classified section, with copy like so ... "Don't be Half a Home Owner like Red Skeleton in HALF A HERO, now at the Capitol, etc."

Bob has promised to come through with some really good stuff on MOGAMBO next week ... We'll be lookin' for it.

ROYAL - GUELPH

Ted's I SAW contest still plugging his current attractions in the Daily Mercury ... Also this week, a good two column scene on MAN IN THE ATTIC, and one on CASANOVA'S BIG NIGHT.

PARAMOUNT - PETERBORO

Sunshine Sweepstakes contest in the Examiner nearing its end ... with Art's cashier right in there with the top five ... Nearly eighty merchants participating, and Art is drooling a little in anticipation of what he'll do with them when this deal is over ...

C H E X Kist Good Deed Club still going strong, three times a week for fifteen minute periods, with guest admissions to the three winners whose good deeds are adjudged best for the week. Lots of good publicity for the Paramount ... and lots of good will too. The same radio station aired twelve tunes from RED GARTERS during the week, with good local mention.

The ORNAMENTAL SWIMMERS display described a couple of weeks back is one of the finest Art has ever conceived ... with the 14 walking dolls and their comely attendants. Everybody's talking about it, which may mean extra customers when the featurette finally hits the screen.

Art is plugging his Saturday morning Pepsi-Cola show, and the whole town is plastered with copy ... Pepsi took a nice 300 line ad in the Examiner to remind the youngsters about it. When the show finally took place the joint was really jumping, with 400 young 'uns left out on the street ... so, wa happened? ... Our Arthur quick like a flash, talked the Pepsi people into buying tickets for them to his regular matinee. Result ... a \$50.00 sale. Cute, huh?

GRANADA - HAMILTON

Paul tied in with Kerr Bros. on a "Sucker" deal, which has not been used in Hamilton in many years. Kerr's supplied 1,000 suckers, for free of course, which were inserted on appropriately lettered cards, and handed out to all passers-by accompanied by youngsters. One of the Granada usherettes, in uniform, was the "SuckerQueen" ...

CAPITOL - GALT

Well, the local Reporter crossed Eddie up again, after making a solemn promise which they forgot to keep ... so, Eddie has nothing to report, except his usual stand-by ... Bumper strips on all Grey Gabs, plugging 3 SAILORS AND A GIRL. At least you're trying Ed, and that's what counts.

CAPITOL - PETERBORO

For CHINA ADVENTURE, a story of the U.S. Marines, Len invited the local sea cadets, who marched to the theatre on opening night, full uniform and led by their pipe band. A couple of band numbers in front of the Capitol, and then, in to enjoy the show.

LUCKY LOSERS nearly stumped our Leonard ... but a little thought, and he came up with the following radio tie-up ... C H E X tied in their "Pot O' Gold" program ... After their own winners were selected, three names were chosen from among the losers on each of the four portions, and from these, one LUCKY LOSER was picked to be Len's guest at the Capitol. Sounds like a good deal to me ... and a natural for use on a local program, give-away variety. Why not try it in your town.

ORPHEUM - SOD

Don Ramsay, a friend of Olga's and the popular local hill-billy announcer, came through with many plugs for THUNDER OVER THE PLAINS on every program for several days in advance of the showing. Once each week, C J I C buys space in the local daily to advertise their top program of the week ... so, guess what? This week they selected ROB ROY ... which just by chance mind you, happened to be playing at Olga's Orpheum. How much arm twisting did it take, gal?

PALACE - GUELPH

This time Herb's in, and on time ... Scenes on off-theatre pages of the Mercury on both CRIME WAVE and KNIGHTS OF THE ROUND TABLE ... Two excellent radio star interviews on KNIGHTS were aired gratis over C J O Y, with the announcers cutting in to make it sound like a locally originated program. In addition, many free plugs in advance and during the run.

3,000 good, catchy heralds were printed, and distributed on the main street newspaper style, by two young urchins yelling "Extra, extra, read all about it" ... A nice twist.

Four mounted displays placed on four good down town corners, got a good play during the run of KNIGHTS.

ALGOMA - SOD

Norm received advice that the "H" Bomb shots would appear in his next newsreel, and pronto, he had the local sign shop make up an oversize easel-type display, in the shape of an old time bomb, lettered it with catchy copy, and placed it on the sidewalk, directly in front of his theatre. It got attention.

X.X.X.X.X

That looks like it for now, folks ... see what I meant in my opening paragraph? Kind of skimpy, what? How about letting your imagination run hog wild for a change, and surprise me with a lot of plain and fancy ... but REAL selling?

You could do worse than cull a few ideas from the pages of MOTION PICTURE HERALD, BOXOFFICE, S.T.R. and EXHIBITOR ... Every time I open one of them I start wondering ... and you know exactly what form my wondering takes. The stunts, contests, displays, promotions and such, used by successful showmen all over the world should be worthy of repetition ... After all, many of them would be new to your local citizenry ..."

So, how about it gang? ... If you've run out of ideas, read your SHOWMANSHIP sections in the trade press, and don't be ashamed to borrow an idea or two for your own use. I'll give you full credit ... and points, for every one you use.

See you next week.

D.E.K.